

**ABSTRACT OF THE DISCLOSURE**

A system for generating an URL hyperlink address string including an URL hyperlink address to a web page location having at least one coupon- content related to a video or audio or video program material and text identifying the at least one coupon related to the program an hyperlink activation attribute for user-activating or automatic hyperlink activation and activating an URL hyperlink to the web page location having the at least one coupon related to the program comprises a data entering device for entering the URL hyperlink address to the web page location having the at least one coupon related to the program and hyperlink activation data, a generator for generating the URL hyperlink address string including the URL to the web page having the at least one coupon related to the program and the text identifying the at least one coupon related to the program, a program signal transmitter for transmitting program signals and the URL hyperlink address string to a program signal receiver, the program signal receiver for receiving the program signals and URL hyperlink address string, a display device for displaying the text identifying the at least one coupon related to the program visually prompting user-activated hyperlink activation responsive to an user-activating attribute, an activator for user-activated or, responsive to an automatic activation attribute, automatic automatically activating the URL hyperlink during the playing of associated program material to the web page having the at least one coupon related to the program and, optionally, a printer for printing the at least one coupon related to the program from the web page an hyperlink device for establishing an hyperlink to the content.